DIRTY ROTTEN STRATEGIES: HOW WE TRICK OURSELVES AND OTHERS INTO SOLVING THE WRONG PROBLEMS PRECISELY

Ian I. Mitroff is the co-author of the book DIRTY ROTTEN STRATEGIES: How We Trick Ourselves and Others into Solving the Wrong Problems Precisely (Stanford University Press, October, 2009)

People and organizations are capable of making the most outrageous missteps. But how does a single person, organization, or society know that it is committing, intentionally or not, one of the worst of all possible errors: "solving the ‘wrong problems’ precisely?" And, how can we tell whether others are deliberately steering us down faulty paths? As the celebrated writer Thomas Pynchon put it, “If they can get you asking the wrong questions, then they don’t have to worry about the answers.”

DIRTY ROTTEN STRATEGIES delves into how organizations and interest groups lure us into solving the “wrong problems” with intricate, but inaccurate, solutions that are based on faulty and erroneous assumptions. Mitroff and Abraham Silvers argue that we can never be sure if we have our sights on the wrong problem, but there are signals that can alert us to this possibility.

Dr. Ian I. Mitroff is currently a University Professor at Alliant International University in San Francisco. He is also a Senior Investigator in the Center for Catastrophic Risk Management, University of California Berkeley. In addition, he is an Adjunct Professor of Health Policy, School of Public Health, St. Louis University, St. Louis, Missouri. He is Professor Emeritus from the University of Southern California, where he was the Harold Quinton Distinguished Professor of Business Policy at the Marshall School of Business. He is the President of the consulting firm Comprehensive Crisis Management. Dr. Mitroff is regarded as one of the founders of the discipline of Crisis Management. He founded and directed the USC Center for Crisis Management. Known for his thinking and writing on a wide range of business and societal issues, Dr. Mitroff is the author of 26 previous books, including "A Spiritual Audit of Corporate America," "Smart Thinking for Crazy Times," "The Essential Guide to Managing Corporate Crisis," "The Unbounded Mind" and "Managing Crises Before They Happen." His Ph.D is in Engineering Science and the Philosophy of Social Science from University of California, Berkeley. He is a Fellow of The American Psychological Association, The American Association for the Advancement of Science, and The American Academy of Management. He has an honorary Ph.D. from the Faculty of Social Sciences at the University of Stockholm. He is the recipient of a gold medal from the United Kingdom Systems Society for his life-long contributions to understanding complex problems.

Admission is free, but seats are limited. It is recommended that you arrive early.

For more information, please contact:
Lee Ann Smith
David O’Brien Centre for Sustainable Enterprise
John Molson School of Business
lsmith@jmsb.concordia.ca
514-848-2424 ext 5131